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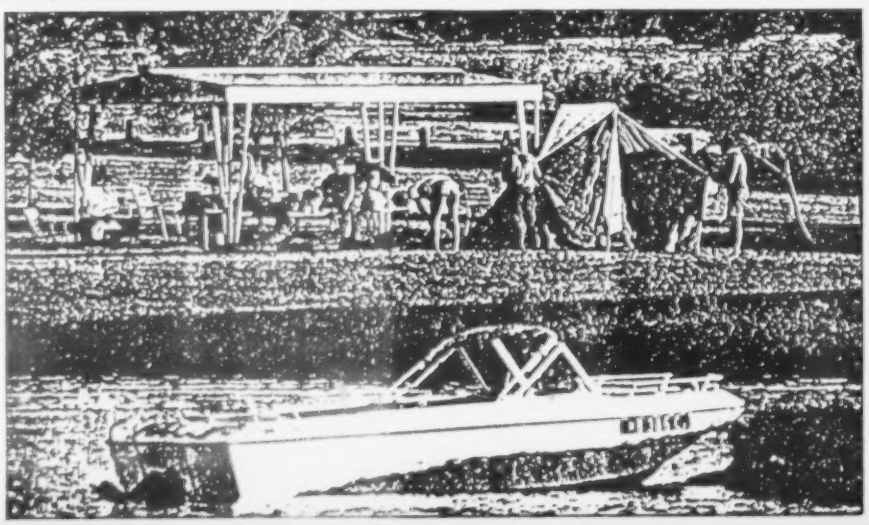
NEBRASKA VISITOR SURVEY 1978



1978 NEBRASKA VISITOR SURVEY

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Prepared for the
Nebraska Department of Economic Development
Division of Travel and Tourism

by the
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INTRODUCTION

Travel and tourism in Nebraska reached new highs in 1978. The year saw the largest number of nonresident visits and the largest level of travel expenditures ever in the state. Increases in these measures have occurred annually in Nebraska since 1974, when the "energy crisis" reached its peak. The increases stem from a combination of factors that have traditionally boosted travel and tourism, including increasing population, more leisure time, higher educational levels, declining family sizes, greater automobile ownership, and rising personal incomes.

Purpose

As Nebraska travel and tourism grows and changes, the need for more and improved data on the industry becomes increasingly important. Since 1972, the Nebraska Department of Economic Development has assumed responsibility for gathering this information, conducting biennial studies of nonresident travel in the state. The present report discusses the fourth such study, updating corresponding analyses conducted in 1972, 1974, and 1976.[1] Like its predecessors, this study has the following objectives: 1) to gather basic information on the magnitude and characteristics of summer nonresident travel in Nebraska, and 2) to evaluate the effectiveness of various State travel marketing programs. In attempting to meet these objectives, the study relies primarily on 1978 survey data, although some secondary sources are also included, and comparisons are made with 1972, 1974, and 1976 data where appropriate.

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[1] Nebraska Travel (Lincoln: Nebraska Department of Economic Development, 1973); 1974 Nebraska Visitor Survey (Lincoln: Nebraska Department of Economic Development 1975); and 1976 Nebraska Visitor Survey (Lincoln: Nebraska Department of Economic Development, 1977).

METHODOLOGY

Most of the information contained in this study is based on a nonresident visitor survey conducted during the summer of 1978. The survey centered around the distribution of mail-back questionnaires to collect information on travel expenditures, length of stay, attraction visits, travel trends, and other visitor characteristics and behavior (see Appendix for a copy of the questionnaire). The questionnaires were distributed at gasoline service stations along fifteen of the principal highways in Nebraska. The number of questionnaires distributed along each highway was in accordance with nonresident traffic flow. For example, figures from the Nebraska Department of Roads indicate that U.S. 73-75 in eastern Nebraska annually carries about eleven percent of the total nonresident traffic along the fifteen highways selected for the survey. Consequently, approximately eleven percent of all survey questionnaires were distributed at service stations along U.S. 73-75.

The operators of the service stations selected for the survey were very cooperative. Besides allowing questionnaire distribution by a State employee at their locations, many operators also encouraged their own employees to hand out questionnaires. This enabled a large distribution of questionnaires over the survey period, which ran from Memorial Day, May 29 through Labor Day, September 4.

On each day of questionnaire distribution, efforts were made to give one questionnaire to each nonresident traveling party stopping at a service station. Those given questionnaires were asked to wait until they had left Nebraska to complete their answers. Altogether, approximately 5,000 questionnaires were distributed, of which 798, or 16.0 percent, were returned.

Because of this low rate of return, 156 personal interviews of nonresident visitors were conducted to provide supplemental data. Each interview consisted

of asking a limited number of questions taken from the mail-back questionnaires (see Appendix for a copy of the interview form). None of the traveling parties contacted for interviews refused to answer the questions. The information from the interviews was thus useful as a check for possible nonresponse bias in the results from the mail-back questionnaires. For example, the average nonresident traveling party size was calculated to be 3.08 persons from the interviews, and 3.10 persons from the responses to the mail-back questionnaires. Since these two figures (as well as the other comparative data) showed little variation, no significant bias was detected. In other words, the responses to the interviews gave no indication of significant differences between the answers provided by respondents to the mail-back questionnaires and the probable answers of nonrespondents had they replied.

Besides nonresponse bias, another concern in the survey was the amount of sampling variability, or the potential for error resulting from the use of a comparatively small sample of respondents to make estimates for a much larger population. For the estimate of an average nonresident traveling party size of 3.1 persons, for example, the relative sampling variability at the 95 percent confidence level was calculated to be 6.9 percent. This essentially means that one can be 95 percent certain that the actual average nonresident traveling party size lies within $\pm$ 6.9 percent of the estimated figure (or between approximately 2.9 and 3.3 persons). For most major estimates from the survey, the relative sampling variability at the 95 percent confidence level was found to be less than 10.0 percent. These results gave no indication of abnormal distortions in the survey results produced by sampling variability.[2]

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[2] In statistical terms, the 95 percent confidence level represents two standard errors. In the example of the average nonresident traveling party size, the standard error was calculated to be .107. Thus, two standard errors would be 2 x .107, or .214. Dividing this figure by the estimate of 3.1 persons yields the relative sampling variability of 6.9 percent.

In addition to the survey data, information for this study was obtained from highway traffic counts, preliminary 1976 Nebraska input-output tables, and the 1972 National Travel Survey.[3] These sources were consulted to develop summer and annual estimates of nonresident visits to Nebraska during 1978, and to assess the impact of nonresident visitor spending on the Nebraska economy.

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[3] Automatic Traffic Recorder Data, published monthly (Lincoln: Nebraska Department of Roads); F. Charles Lamphear, 1976 Nebraska Input-Output Tables, preliminary (Lincoln: University of Nebraska-Lincoln Department of Economics, 1978); U.S. Bureau of the Census, Census of Transportation, 1972, National Travel Survey: Travel during 1972, TC 72-N3 (Washington: U.S. Government Printing Office, 1973). The National Travel Survey was again conducted in 1977, but only limited, preliminary data for Nebraska had been released from it at the time of this writing.

NONRESIDENT VISITOR CHARACTERISTICS

Knowledge of Nebraska travel and tourism is predicated on knowledge of the characteristics and behaviors of nonresident visitors to the state. Presented below are data for nonresident visitors on number of vehicle-visits and person-visits, trip purposes, origins and destinations, and family income.

Vehicle-Visits and Person-Visits

During the summer of 1978 (Memorial Day-Labor Day), an estimated 2,484,000 nonresident vehicle-visits were made to Nebraska. This represents a 5.3 percent increase over the summer of 1976, when approximately 2,359,000 visits occurred. Throughout all of 1978, an estimated 4,871,000 nonresident vehicle-visits were made to Nebraska, meaning that summer traffic accounted for just over half the annual total.

The average number of occupants per nonresident vehicle was 3.1 persons during the 1978 summer. This compares to an average 3.2 persons during the 1976 summer. This slightly smaller traveling party size is probably primarily due to the national decline in the average household size.

Multiplying the 1978 average traveling party size by the summer and annual estimates of vehicle-visits yields an estimated 7,700,000 nonresident person-visits to Nebraska during the 1978 summer, and an estimated 15,100,000 such visits during the entire year. This compares to corresponding estimates of 7,525,000 nonresident person-visits for the 1976 summer and 14,524,000 nonresident person-visits for all of 1976. It should be noted, however, that these figures do not take into account person-visits by airlines and other nonhighway modes of travel. Taking all modes into account, the number of person-visits made to Nebraska in 1978 is estimated to have been well over

16 million.

Trip Purposes

The primary trip purpose of the 1978 summer nonresident visitors was vacation-recreation, followed by visits to family or friends (see Table 1). Together, these two categories accounted for just under four-fifths of all summer nonresident trips to Nebraska, which was very close to the proportion observed in 1976. The proportion of all summer nonresident trips classified as business travel increased slightly from 1976 to 1978.

TABLE 1

PRIMARY TRIP PURPOSE OF NONRESIDENT VISITORS TO NEBRASKA

Trip Purpose	Percent of Total Traveling Parties			
	Summer, 1972	Summer, 1974	Summer, 1976	Summer, 1978
Business	14.7	13.9	12.3	13.4
Vacation, Recreation	48.2	48.7	46.9	47.7
Visit Family or Friends	31.1	32.3	33.4	32.2
Other Purposes	6.0	5.1	7.4	6.7
Total	100.0	100.0	100.0	100.0

Origins and Destinations

Because of its central location between more populous states to the east and the Rocky Mountain and other tourist-destination states to the west, Nebraska hosts a varied travel market in terms of both visitor origins and destinations. Well over a third of the nonresidents traveling in the state during the 1978 summer were from states bordering Nebraska, with Iowans alone accounting for 11.7 percent of the total (see Table 2). Of the more distant states, Illinois and California were the most important origins, being the respective states of residence for 11.3 and 10.9 percent of all summer nonresident visitors.

TABLE 2

STATES OF RESIDENCE OF NONRESIDENT VISITORS
TO NEBRASKA

State of Residence	Percent of Total Traveling Parties			
	Summer, 1972	Summer, 1974	Summer, 1976	Summer, 1978
Iowa	11.0	10.8	13.5	11.7
Illinois	11.4	12.4	10.5	11.3
California	12.2	7.9	9.7	10.9
Colorado	8.5	7.4	8.3	9.1
Minnesota	5.4	5.4	4.5	5.0
Missouri	4.7	4.5	6.6	4.9
Kansas	4.4	4.1	5.9	4.5
Michigan	5.1	5.6	4.5	4.5
Wisconsin	4.3	5.3	3.1	4.5
South Dakota	1.5	1.5	2.4	3.8
Texas	1.7	1.2	2.0	2.8
Ohio	3.7	4.4	3.5	2.8
Wyoming	1.5	1.3	1.4	2.6
Indiana	2.7	3.6	4.5	2.5
New York	a	2.7	3.1	2.3
Pennsylvania	1.8	2.6	1.3	1.9
Utah	1.1	a	1.2	1.5
New Jersey	1.1	a	1.2	1.3
Other	17.4	18.3	12.8	12.1
Total	100.0	100.0	100.0	100.0

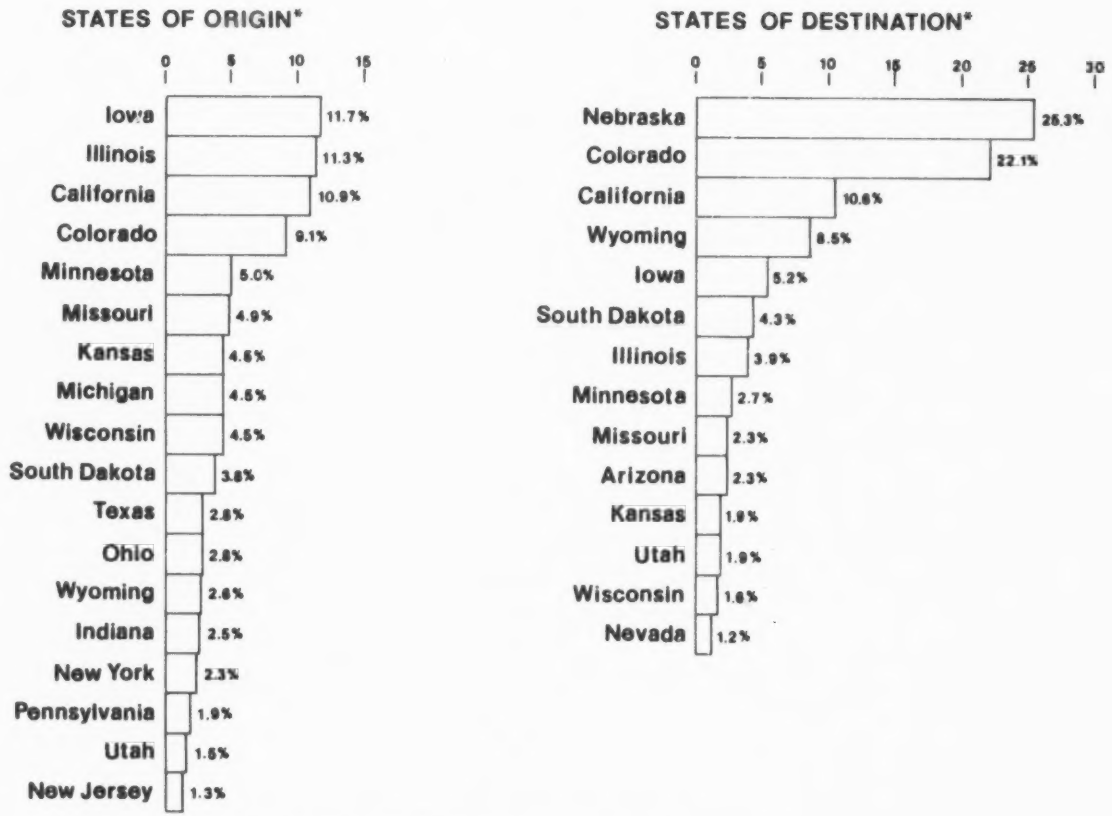
[a]Less than one percent. All states included that had more than one percent of the total in the summer of 1978.

Compared to 1976, the 1978 pattern of origins showed higher proportions of visitors from states west of Nebraska. This shift is consistent with the recent faster growth of population in the western states than in the nation as a whole. The pattern of visitor origins is also shown in Figure 1.

The wide dispersal of visitor destinations is shown in Table 3. Nebraska was understandably the leading destination state, being the primary stop for over a quarter of the nonresidents traveling in the state during the 1978 summer. Colorado was close behind, with 22.1 percent of the total. The next-leading destinations were California and Wyoming, having 10.6 and 8.5 percent of the total, respectively.

FIGURE 1

STATES OF ORIGIN AND DESTINATION
OF NONRESIDENT VISITORS TO NEBRASKA
(SUMMER, 1978)



*Includes all states with more than one percent of total.

TABLE 3

STATES OF DESTINATION OF NONRESIDENT VISITORS
TO NEBRASKA

State of Destination	Percent of Total Traveling Parties			
	Summer, 1972	Summer, 1974	Summer, 1976	Summer, 1978
Nebraska	19.9	19.1	27.7	25.3
Colorado	16.5	18.1	16.4	22.1
California	11.1	7.7	12.4	10.6
Wyoming	6.4	7.4	6.2	8.5
Iowa	5.5	3.2	3.4	5.2
South Dakota	3.2	3.4	2.8	4.3
Illinois	3.8	4.3	2.8	3.9
Minnesota	3.6	1.6	4.1	2.7
Missouri	a	1.4	1.4	2.3
Arizona	1.8	2.4	1.4	2.3
Kansas	1.4	2.8	2.1	1.9
Utah	2.0	2.7	1.4	1.9
Wisconsin	2.5	1.3	2.4	1.6
Nevada	1.6	1.7	1.7	1.2
Other	19.8	22.9	13.8	8.5
Total	100.0	100.0	100.0	100.0

[a]Less than one percent. All states included that had more than one percent of the total in the summer of 1978.

Compared to 1976, the 1978 pattern of destinations showed higher proportions of visitors going to the Rocky Mountain states west of Nebraska. Colorado and Wyoming gained significantly, as did South Dakota with its Black Hills. The pattern of visitor destinations is also shown in Figure 1.

Family Income

The majority of nonresident visitors to Nebraska are members of middle- and upper-income families. During the 1978 summer, over half of the nonresident traveling parties had family incomes above $20,000 (see Table 4). This is a much larger share than in the 1976 summer--a reflection of inflationary pressures as well as the growing trend for families to have two or more wage-earners.

TABLE 4

FAMILY INCOMES OF NONRESIDENT VISITORS
TO NEBRASKA

Family Income	Percent of Total Traveling Parties			
	Summer, 1972	Summer, 1974	Summer, 1976	Summer, 1978
Under $5,000	64.7	4.7	4.9	4.0
$5,000 to $10,000		17.1	11.0	11.2
$10,000 to $15,000		30.0	20.8	14.4
$15,000 to $20,000	35.3	48.2	23.0	18.4
$20,000 to $25,000			40.3	20.8
Over $25,000				31.2
Total	100.0	100.0	100.0	100.0

NONRESIDENT VISITOR BEHAVIOR

Among the most important measures of the behavior of nonresident visitors in Nebraska are data on expenditures, travel vehicles, length of stay, accommodations, visits to Nebraska attractions, highways used, and outdoor recreational activities. The Nebraska Travel and Tourism Division has attempted to influence this behavior by encouraging nonresidents to make more visits to Nebraska attractions. One of the basic objectives of encouraging these visits is to increase the nonresident traveler's length of stay in Nebraska, which in turn increases his or her expenditures in the state. In this section, the general behavioral patterns of nonresident visitors in Nebraska are examined, as are various State travel marketing programs in terms of their effectiveness in influencing attraction visits by nonresidents.

Expenditures

A primary aim of the 1978 nonresident visitor survey was to obtain data for estimating expenditures by nonresidents in Nebraska for gasoline, food, lodging,and other items. As a basic or export sector of the economy (revenue-earner from outside the state), travel and tourism ranks third in Nebraska behind agriculture and manufacturing. The expenditures of nonresidents represent new money brought into the state which works to create additional business, income,and employment opportunities for Nebraska citizens and additional tax revenues for State and local governments. This expansion of economic activity is commonly called the multiplier effect. In Nebraska, the tourist multiplier has been calculated to be approximately 2.7. This essentially means that for every dollar spent by a nonresident visitor in Nebraska, there is a direct impact of $1 on the state's economy plus a secondary impact of $1.70 (from additional expenditures, incomes, and tax revenues created by the recirculation of

the initial dollar). Thus, the end result is a total economic impact of $2.70 ($1 plus $1.70).[4]

During the 1978 summer, nonresident motoring parties spent an estimated $241.6 million in Nebraska. This represents a 31.7 percent increase over the $183.4 million recorded for the 1976 summer (see Figure 2). This increase is due to inflationary pressures on travel prices as well as the growth in the number of nonresident visitors.

Because of the multiplier effect, the 1978 summer nonresident visitor expenditures translated into a total economic impact of $662.0 million. This included $205.4 million in personal income for Nebraska households and $26.6 million in State tax revenues (from the State sales tax, gasoline tax, pari-mutuel betting tax, and so on). During the entire year, nonresident motoring parties spent $416.6 million in Nebraska, compared to $316.5 million in 1976. The 1978 expenditures produced $1,141.5 million in total economic impact, $354.1 million in personal income, and $45.8 million in State tax revenues.

Besides nonresident travel, long-distance, in-state trips by Nebraskans contribute to the state's travel and tourism industry. In 1976, Nebraska residents spent an estimated $235.4 million in the state on trips to places 100 miles or more from home. This increased to an estimated $296.6 million in 1978. Adding the latter figure to the estimated nonresident expenditures gives a 1978 overall value for the Nebraska travel and tourism industry of $713.2 million.

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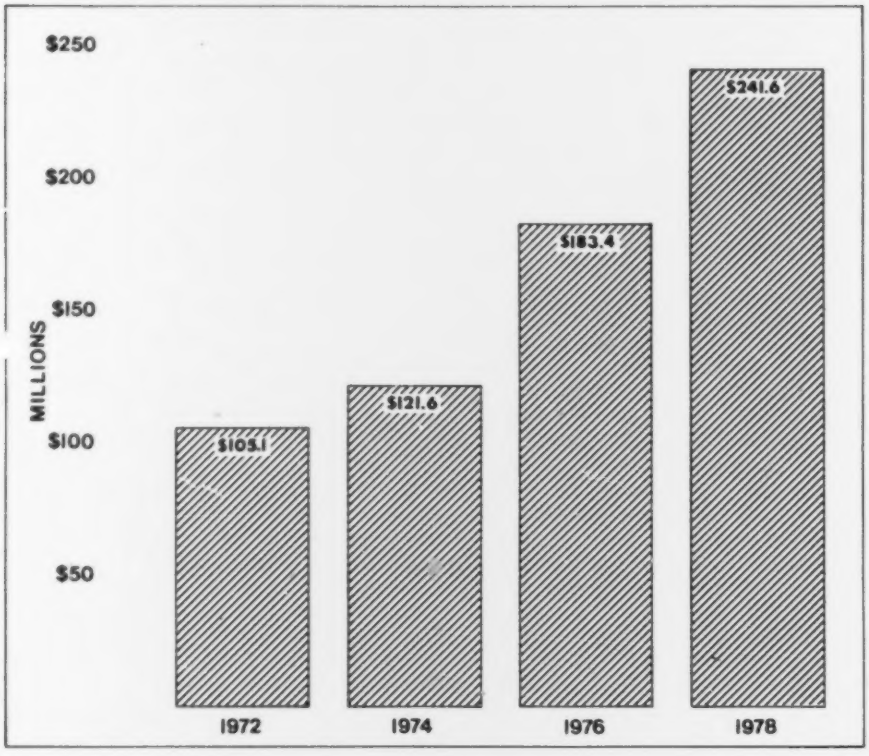
[4] In the language of input-output analysis, the tourist multiplier is an aggregate of final demand multipliers for smaller sectors of the economy. It is calculated by weighting each smaller sector multiplier by the proportion of total nonresident expenditures going directly to the sector and then summing the results over all sectors. For example, the final demand multiplier for lodging places is 2.68. Since lodging places received an average 28.1 cents of each dollar spent by a nonresident visitor during the 1978 summer, the contribution of this sector's multiplier to the aggregate tourist multiplier is (2.68 x .281), or .75. By making similar calculations for the other sectors and summing the results, the aggregate tourist multiplier of approximately 2.7 is obtained.

FIGURE 2

NONRESIDENT SUMMER TRAVEL EXPENDITURES IN NEBRASKA



As shown in Table 5, the three items accounting for most of the 1978 summer nonresident visitor expenditures were food, lodging, and transportation. On the average, a nonresident visitor to Nebraska spent 28.1 cents of each dollar on lodging (hotels, motels, and campsites), 27.8 cents on vehicle operations (gas, oil, etc.), 25.5 cents on eating and drinking places, and 6.7 cents on food bought at stores. An additional 5.4 cents was spent on admissions and entertainment, while 6.5 cents went for other purchases (see also Figure 3).

Compared to the summer of 1976, the 1978 summer saw a significant rise in the proportion of nonresident visitor expenditures going to Nebraska lodging establishments. Whereas an average 23.5 cents of each visitor dollar was spent on lodging in the 1976 summer, the corresponding figure for the 1978 summer

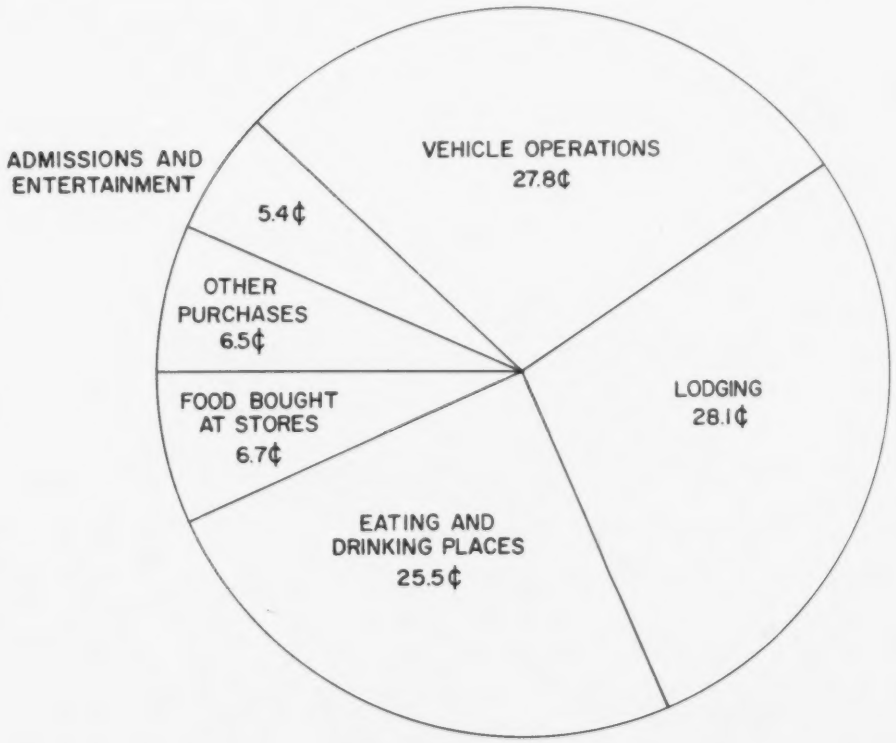
TABLE 5

EXPENDITURES OF NONRESIDENT VISITORS TO NEBRASKA

Economic Sector	Expenditures in Millions of Dollars Summer, 1972	Summer, 1974	Summer, 1976	Summer, 1978
Food Bought at Stores	$ 8.0	$ 8.6	$ 13.2	$ 16.2
Eating and Drinking Places	27.0	28.3	44.9	61.6
Lodging	28.2	29.3	43.1	67.9
Hotels and Motels	--	27.2	41.3	62.2
Campsites	--	2.1	1.8	5.7
Vehicle Operations (Gas, Oil, etc.)	30.0	38.6	56.7	67.2
Remaining Purchases	11.9	16.8	25.5	28.7
Admissions and Entertainment	--	4.7	7.0	13.0
Other (Souvenirs, Gifts, etc)	--	12.1	18.5	15.7
Total	$105.1	$121.6	$183.4	$241.6

FIGURE 3

AVERAGE DOLLAR BREAKDOWN OF EXPENDITURES
OF NONRESIDENT VISITORS TO NEBRASKA (SUMMER, 1978)



was 28.1 cents. Lodging price increases constituted the leading contributor to higher overall visitor expenditures in the state. During the 1978 summer, the average expenditures per nonresident traveling party for each visit to Nebraska was over $97, compared to approximately $78 in the 1976 summer. The 1978 figure breaks down to summer daily averages of over $42 per nonresident traveling party and almost $14 per nonresident.

Travel Vehicles

Nonresident visitors travel to Nebraska in a variety of motor vehicles. During the 1978 summer, over three-quarters were traveling in automobiles (see Table 6). But a growing proportion were traveling in vans, campers, and similar vehicles. The proportion traveling in vehicles other than automobiles increased from 22.5 percent in 1976 to 24.1 percent in 1978. Of course, it should be remembered that these figures apply to summer nonresident motorists only. Thus, nonresidents visiting Nebraska by such modes as air, bus, and train are excluded from the data, as are all nonsummer travelers.

TABLE 6

VEHICLES USED BY NONRESIDENT MOTORISTS IN NEBRASKA

Vehicle	Percent of Total Traveling Parties			
	Summer, 1972	Summer, 1974	Summer, 1976	Summer, 1978
Automobile	78.2	79.3	77.5	75.9
Automobile Pulling Travel Trailer	6.6	5.1	3.4	2.3
Automobile Pulling Tent Camper	4.4	4.2	5.2	6.8
Pickup	1.0	1.8	1.0	1.5
Pickup Pulling Travel Trailer	.7	.9	.7	1.8
Pickup Camper or Motor Home	8.0	7.3	5.8	4.1
Van				5.5
Other	1.1	1.4	6.4	2.1
Total	100.0	100.0	100.0	100.0

Length of Stay

The length of stay of nonresident travelers in Nebraska during the 1978 summer averaged 2.3 nights, which was slightly less than the 2.4 nights found for the 1976 summer. As shown in Table 7, 42.8 percent of the 1978 summer nonresident visitors to Nebraska spent one night in the state, while 36.8 percent stayed two or more nights. In part because of the large distance across Nebraska (over 450 miles from Omaha to the Wyoming border on Interstate 80), the majority of even "pass-through" travelers stayed at least one night in the state.

TABLE 7

LENGTH OF STAY OF NONRESIDENT VISITORS TO NEBRASKA

Nights in the State	Percent of Total Travel Parties			
	Summer, 1972	Summer, 1974	Summer, 1976	Summer, 1978
None	25.0	20.8	21.3	20.4
One	44.9	43.5	39.0	42.8
Two	13.1	16.7	19.5	18.7
Three	4.8	5.1	5.3	5.7
Four	2.9	3.3	3.0	3.0
Five	1.6	1.5	1.5	1.5
Six or More	7.7	9.1	10.4	7.9
Total	100.0	100.0	100.0	100.0

Accommodations

Of the nonresident visitors stopping overnight in Nebraska during the 1978 summer, over 80 percent stayed at a motel, hotel, or campground. As shown in Table 8, the motel was the accommodation used most frequently, accounting for almost half of all summer nights spent by nonresidents in the state. Compared to the summer of 1976, the proportion of nonresident visitors using motels increased in the 1978 summer, while the proportion staying in hotels, at campgrounds, and with friends and relatives decreased.

TABLE 8

IN-STATE ACCOMMODATIONS USED BY NONRESIDENT VISITORS TO NEBRASKA

Accommodations	Percent of Traveling Parties Staying Overnight			
	Summer, 1972	Summer, 1974	Summer, 1976	Summer, 1978
Motel	54.6	46.6	47.6	49.8
Hotel	1.0	.9	3.8	1.9
Friends, Relatives	17.0	19.6	21.2	19.8
Campground	19.5	29.4	29.2	27.6
Other	7.9	3.5	1.2	.9
Total	100.0	100.0	100.0	100.0

Attraction Visits

Increasing both the length of stay and expenditures of nonresident travelers in Nebraska are visits to attractions in the state. During the 1978 summer, approximately 24.0 percent of all visits to Nebraska by nonresident travelers included stops at the state's attractions. The corresponding figure for the 1976 summer was 23.1 percent. Of the 24.0 percent of the 1978 summer nonresident travelers visiting Nebraska attractions, 14.3 percent visited just one attraction, 6.1 percent visited two attractions, 2.3 percent visited three attractions, and 1.3 percent visited four or more attractions. Altogether, the 1978 summer attraction person-visits in Nebraska by nonresident travelers numbered over 3.0 million.

The visits to Nebraska attractions increased the length of stay of nonresident travelers in the state at a progressive rate. For example, the average length of stay in Nebraska for nonresident travelers who visited no attractions during the 1978 summer was 2.0 nights. However, this increased to an average 3.2 nights for those who made one attraction visit, to 4.2 nights for those who made two attraction visits, to 4.8 nights for those who made three attraction visits, and to 5.7 nights for those who made four or more attraction visits. As shown in Table 9, these averages are very close to those found for the 1976 summer.

TABLE 9

RELATIONSHIP BETWEEN LENGTH OF STAY AND ATTRACTION VISITS
OF NONRESIDENT VISITORS TO NEBRASKA

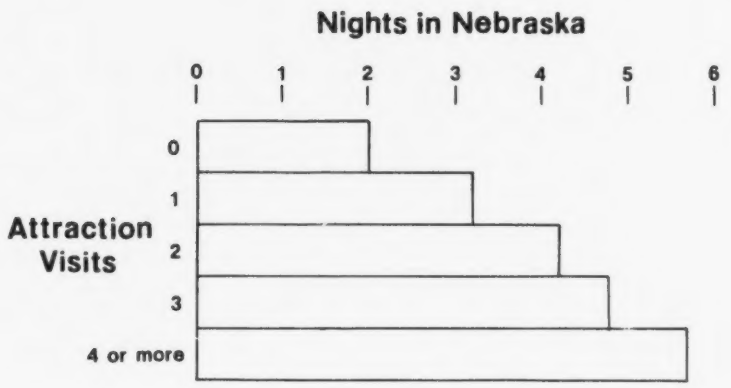
Number of Attraction Visits	Number of Nights in Nebraska			
	Summer, 1972	Summer, 1974	Summer, 1976	Summer, 1978
0	1.8	2.1	2.1	2.0
1	2.9	3.2	3.2	3.2
2	4.1	4.1	4.2	4.2
3	4.2	4.4	4.7	4.8
4 or more	4.9	5.6	5.6	5.7
AVERAGE	2.1	2.4	2.4	2.3

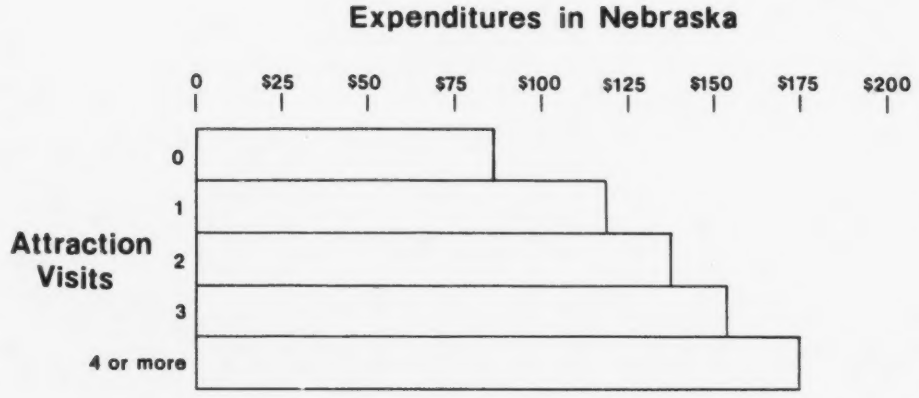
Similar to length of stay, nonresident visitor expenditures increased progressively with attraction visits. As shown in Table 10, the average expenditures for nonresident traveling parties visiting no attractions was approximately $86 during the 1978 summer, but this increased to $118 for those making one attraction visit, to $138 for those making two attraction visits, to $154 for those making three attraction visits, and to $175 for those making four or more attraction visits. The corresponding figures for the 1976 summer were $69, $100, $118, $134, and $150, respectively. On the average, each visit to a Nebraska attraction by a nonresident traveling party during the 1978 summer contributed an additional $29 in expenditures to the state's economy, while each person-visit contributed an additional $9 (for admissions, more gasoline, another meal, an extra night of lodging, or other additional expenses). The relationship between attraction visits and length of stay and expenditures is further shown in Figure 4.

The average $86 spent by nonresident traveling parties making no attraction visits during the 1978 summer is assumed to be approximately equal to the average basic or non-attraction-related expenditures made by all nonresident traveling parties in Nebraska during that period. For those visiting Nebraska

FIGURE 4

INCREASES IN LENGTH OF STAY AND EXPENDITURES
IN NEBRASKA WITH ATTRACTION VISITS





attractions, expenditures above this base figure are assumed to be attraction-related. This means that of the estimated $241.6 million in nonresident visitor expenditures in Nebraska during the 1978 summer, around $214.2 million may be classified as basic or non-attraction-related, while the remaining $27.4 million may be regarded as expenditures associated with attraction visits. This is a substantial increase over the 1976 summer, when nonresident visitors made an estimated $19.5 million in attraction-related expenditures.

TABLE 10

RELATIONSHIP BETWEEN EXPENDITURES AND ATTRACTION VISITS OF NONRESIDENT TRAVELING PARTIES IN NEBRASKA

Number of Attraction Visits	Expenditures in Nebraska Summer, 1972	Summer, 1974	Summer, 1976	Summer, 1978
0	$ 42	$ 52	$ 69	$ 86
1	63	78	100	118
2	79	96	118	138
3	88	109	134	154
4 or more	98	124	151	175
AVERAGE	$ 48	$ 59	$ 78	$ 97

The expenditures related to attraction visits may be further broken down according to when the decision to visit an attraction was made. Respondents to the 1978 Nebraska Visitor Survey indicated that 39.8 percent of their visits to the state's attractions were planned at home before their trips, 5.5 percent were planned enroute to Nebraska, and 54.7 percent were largely unplanned or impulse stops, where the decision to visit was made after arriving in the state. The latter proportion was somewhat larger than in the 1976 summer, when 51.3 percent of the nonresident travelers made unplanned attraction visits. When the 1978 proportions are applied to the estimated $27.4 million in attraction-related expenditures, it is calculated that nonresident attraction visits during the 1978 summer resulted in $10.9 million in expenditures from at-home

planned stops, $1.5 million from visits planned enroute to Nebraska, and $15.0 million from unplanned stops. The corresponding figures for the 1976 summer were $8.1 million, $1.4 million, and $10.0 million, respectively.

A large number of the attraction visits, particularly the unplanned stops, were influenced by State travel marketing programs. As shown in Table 11, the most important of these programs during the 1978 summer was the production and distribution of the Nebraska Highway Map and Travel Guide. The map produced 11.1 percent of the attraction visits by nonresident travelers. Other important influences were other State travel literature, which accounted for 7.0 percent of the attraction visits, and the Nebraska Vacation Guides, who accounted for 6.6 percent of the attraction visits. The Nebraska Vacation Guides are predominately college students who staff Interstate-80 rest areas during the summer months to inform motorists of Nebraska attractions.

TABLE 11

FACTORS INFLUENCING NONRESIDENT VISITS TO NEBRASKA ATTRACTIONS

Factors	Thousands of Person-Visits to Attractions (Summer, 1978) At-Home Planned	Enroute Planned	Unplanned	Total
State Highway Map	89	24	221	334(11.1%)
Other State Travel Literature	91	11	111	213(7.0%)
Radio/TV Ads	12	6	15	33(1.1%)
Friends, Relatives	515	61	307	883(29.2%)
Travel Agent	5	--	--	5(0.2%)
Previous Visit	386	--	--	386(12.8%)
American Automobile Association	23	1	7	31(1.0%)
Road Signs	--	39	464	503(16.7%)
Local Residents	--	--	96	96(3.2%)
Rest Area Vacation Guides	--	--	200	200(6.6%)
Other	81	24	231	336(11.1%)
Total	1,202	166	1,652	3,020(100.0%)

Comprising another important influence of visits to Nebraska attractions were friends and relatives. This "word-of-mouth" influence led to 29.2 percent of the attraction visits by nonresident travelers during the 1978 summer. Road signs were also important, accounting for 16.7 percent of the attraction visits, as were previous visits, which accounted for 12.8 percent of the attraction visits.

TABLE 12

EXPENDITURES GENERATED FROM NONRESIDENT VISITS TO NEBRASKA ATTRACTIONS

Factors	Expenditures in Thousands of Dollars (Summer, 1978) At-Home Planned	Enroute Planned	Unplanned	Total
State Highway Map	$ 807	$ 218	$ 2,004	$ 3,029
Other State Travel Literature	825	100	1,007	1,932
Radio/TV Ads	109	54	136	299
Friends, Relatives	4,671	553	2,784	8,008
Travel Agent	45	--	--	45
Previous Visit	3,501	--	--	3,501
American Automobile Association	209	9	63	281
Road Signs	--	354	4,208	4,562
Local Residents	--	--	871	871
Rest Area Vacation Guides	--	--	1,814	1,814
Other	735	218	2,095	3,048
Total	$10,902	$1,506	$14,982	$27,390

The economic effects of these influences are shown in Table 12. Among State travel marketing programs, the Nebraska Highway Map and Travel Guide produced over $3 million in additional summer nonresident travel expenditures, other State travel literature accounted for $1.9 million, and the Nebraska Vacation Guides influenced $1.8 million. These programs yielded direct and indirect State tax revenues on the order of roughly eleven cents of each dollar

of travel expenditures. Using this proportion, the estimated State tax revenues from nonresident summer travel expenditures produced by the Nebraska Highway Map and Travel Guide were $330,000; those from other State travel literature were $209,000; and those from the Nebraska Vacation Guides were $198,000.

Routes To and Through the State

As mentioned previously, many nonresident travelers visit Nebraska as they go to or from destinations in other states. Frequently, these travelers pass through Nebraska on both their routes to and return routes from their destinations. During the 1978 summer, 58.5 percent of the nonresident visitors to Nebraska had both legs of their trips in the state. This compares to 55 percent during the 1976 summer.

A majority of the nonresident visitors to Nebraska follow east-west highways in entering and exiting the state. The primary route traveled is Interstate 80, with entrance and exit points in Iowa and Wyoming (plus an important spur in Interstate 76 in Colorado). Most nonresident travelers on Interstate 80 and other highways in Nebraska are repeat visitors to the state. During the 1978 summer, only 19.2 percent of the nonresident travelers were first-time visitors to Nebraska. This is virtually the same proportion as found in the 1976 summer.

Rest Area Use

Over half of all nonresident summer visitors to Nebraska travel at least some portion of Interstate 80 while in the state. And a majority of these travelers stop one or more times at Interstate-80 rest areas. During the 1978 summer, 68.4 percent of the nonresident visitors to Nebraska who traveled Interstate 80 stopped at least once at a rest area. The average number of rest

area stops was 1.8 per summer nonresident visitor.

Outdoor Recreation

In order to assist State Comprehensive Outdoor Recreation Planning in Nebraska, the 1978 Nebraska Visitor Survey incorporated a question gathering data on nonresident outdoor recreation participation in the state. According to the survey, 21.5 percent of the 1978 summer nonresident visitors engaged in one or more outdoor recreation activities while in the state. The breakdown of this participation into specific activities is shown in Table 13.

TABLE 13

NONRESIDENT OUTDOOR RECREATION
PARTICIPATION IN NEBRASKA

Activity	Summer, 1978 Percent of Traveling Parties Participating	Average Number of Persons in Participating Party	Average Number of Hours of Participation	Total Occasions[a]
Hiking	3.0	2.8	3.5	365,000
Picnicking	7.6	4.0	2.6	982,000
Fishing	2.9	3.2	10.5	1,210,000
Swimming				1,582,000
Pool	7.0	3.6	3.3	1,033,000
Beach	2.6	2.7	6.3	549,000
Boating				761,000
Power	1.1	3.5	14.3	684,000
Canoe	.2	2.5	10.0	62,000
Other Non-Power Boating	.4	3.0	1.0	15,000
Water Skiing	.8	3.5	11.1	386,000
Golf	2.5	2.7	7.8	654,000
Outdoor Games and Sports	4.7	2.9	2.4	406,000
Visiting Historic Areas	6.1	3.3	5.3	1,325,000
Attend Outdoor Events	3.6	2.9	3.6	467,000
Outdoor Photography	5.8	3.1	2.0	447,000
Other	2.9	2.8	1.8	182,000

[a]Each occasion = two hours of recreational participation. Thus, for hiking, 2,484,000 x .030 x 2.8 x 3.5 ÷ 2 = 365,000 occasions.

For each activity, Table 13 gives the percent of total nonresident traveling parties participating, the average number of persons in a participating party, and the average number of hours of summer participation. These figures are in turn used to calculate the total nonresident summer occasions for each activity (each occasion equals two hours of participation). For example, the total nonresident hiking occasions in Nebraska during the 1978 summer travel season is estimated to have been (2,484,000 x .03 x 2.8 x 3.5 ÷ 2), or 365,000.

CONCLUSIONS

The results of the 1978 Nebraska Visitor Survey show continued expansion of travel and tourism in the state during 1978. As measured by both nonresident person-visits and visitor expenditures, Nebraska travel and tourism experienced successive record-high years in 1976, 1977, and 1978. During the 1978 summer, an estimated 7,700,000 nonresident person-visits were made to Nebraska, yielding approximately $241.6 million in visitor expenditures. For the entire year, nonresident visitor expenditures totaled $416.6 million. When the latter figure is combined with the estimated $296.6 million in in-state expenditures by Nebraskans on trips to places 100 miles or more from home, the 1978 estimate of travel and tourism expenditures in Nebraska grows to an amount well over $700 million.

Helping to increase nonresident travel expenditures in the state during the 1978 summer were visits to Nebraska attractions. Many of these visits were influenced by State travel marketing programs, including the Nebraska Highway Map and Travel Guide, other State travel literature, and the Nebraska Vacation Guides. The attraction visits influenced by the Highway Map produced an estimated $3.0 million in additional travel expenditures, other State travel literature accounted for $1.9 million, and the Vacation Guides influenced $1.8 million.

Currently, travel and tourism is Nebraska's third-leading export activity, or revenue-earner from outside the state. This high standing is due in large measure to a sizeable number of "in-transit" travelers, who are visiting Nebraska enroute to destinations elsewhere. In the foreseeable future, therefore, the magnitude of travel and tourism in Nebraska will be highly dependent on the number and length of stay of these travelers in the state.

APPENDIX

QUESTIONNAIRE AND INTERVIEW FORM

STATE OF NEBRASKA

DEPARTMENT OF ECONOMIC DEVELOPMENT

Box 94666, 301 Centennial Mall South, Lincoln, Nebraska 68509

Phone: (402) 471-3111

J. JAMES EXON
GOVERNOR

RONALD J. MERTENS
DIRECTOR

Dear Motorist:

This survey is being conducted by the Nebraska Department of Economic Development, Division of Research in order to determine how the State of Nebraska can best serve the nonresident traveler in the State.

Since you have been selected as part of our research sample, we kindly request that you complete this questionnaire. It will take about five minutes of your time, but it is extremely important to the success of this research study. We ask that you wait until you have left Nebraska to complete the questionnaire and then return it, postage paid by us, within five days.

While answering these questions, rest assured that your responses will be kept in strictest confidence. As you can see, there is nothing included in the questionnaire with which you can be identified. Also, keep in mind that the results of this study will be used to develop programs and services which will make future travel in the State of Nebraska a more enjoyable experience for resident and nonresident travelers alike.

Many thanks for your help.

Sincerely,

Ronald J. Mertens

Ronald J. Mertens
Director

RJM:sw

1978 NEBRASKA VISITOR SURVEY QUESTIONNAIRE

DEPARTMENT OF ECONOMIC DEVELOPMENT
RESEARCH DIVISION

1. WHAT IS THE PRIMARY PURPOSE OF YOUR TRIP?

	CHECK ONE
BUSINESS	☐ (1)
VACATION, RECREATION	☐ (2)
VISIT FAMILY OR FRIENDS	☐ (3)
OTHER*	☐ (4)

*PLEASE SPECIFY_____

2. WHAT WAS YOUR TRIP ORIGIN? _____
CITY AND STATE

3. WHAT IS (WAS) YOUR PRIMARY TRIP DESTINATION? _____
AREA OR STATE

4. PLEASE REPORT THE NUMBER OF VEHICLE OCCUPANTS IN EACH OF THE AGE AND SEX GROUPS LISTED BELOW.

	NUMBER OF MALES	NUMBER OF FEMALES
(1) UNDER 12 YEARS		
(2) 12 THROUGH 17 YEARS		
(3) 18 THROUGH 24 YEARS		
(4) 25 THROUGH 44 YEARS		
(5) 45 THROUGH 64 YEARS		
(6) 65 YEARS AND OVER		

5. WHICH OF THE FOLLOWING CATEGORIES MOST CLOSELY APPROXIMATES YOUR TOTAL FAMILY INCOME BEFORE TAXES?

	CHECK ONE
A. UNDER $5,000	☐ (1)
B. $5,000 TO $10,000	☐ (2)
C. $10,000 TO $15,000	☐ (3)
D. $15,000 TO $20,000	☐ (4)
E. $20,000 TO $25,000	☐ (5)
F. OVER $25,000	☐ (6)

6. WHAT TYPE OF VEHICLE ARE YOU TRAVELING IN?

	CHECK ONE
A. AUTOMOBILE	☐ (1)
B. AUTOMOBILE PULLING TRAVEL TRAILER	☐ (2)
C. AUTOMOBILE PULLING TENT CAMPER	☐ (3)
D. PICKUP	☐ (3)
E. PICKUP PULLING TRAVEL TRAILER	☐ (4)
F. PICKUP CAMPER OR MOTOR HOME	☐ (5)
G. VAN	☐ (6)
H. OTHER*	☐ (7)

*PLEASE SPECIFY _____

IMPORTANT: WAIT UNTIL YOU HAVE LEFT NEBRASKA TO ANSWER QUESTIONS 7 THROUGH 14.

7. PLEASE LIST BELOW ANY NEBRASKA ATTRACTIONS YOU VISITED ON THIS TRIP, AND INDICATE WHEN YOU DECIDED TO VISIT EACH (AT HOME BEFORE THE TRIP, ENROUTE TO NEBRASKA, OR WHILE IN NEBRASKA).

NEBRASKA ATTRACTION	DECIDED TO VISIT: AT HOME BEFORE TRIP	ENROUTE TO NEBRASKA	AFTER ARRIVING IN NEBRASKA
_____	☐ (1)	☐ (2)	☐ (3)
_____	☐ (1)	☐ (2)	☐ (3)
_____	☐ (1)	☐ (2)	☐ (3)
_____	☐ (1)	☐ (2)	☐ (3)
_____	☐ (1)	☐ (2)	☐ (3)

A. WHAT WAS THE APPROXIMATE LENGTH OF TIME FROM WHEN YOU FIRST HEARD OF THESE ATTRACTIONS TO WHEN YOU ACTUALLY VISITED THEM? (DEPENDING ON THE ATTRACTIONS, YOUR ANSWER COULD BE GIVEN IN YEARS, MONTHS, WEEKS, DAYS, OR HOURS)

NEBRASKA ATTRACTION	GIVE NUMBER: YEARS	MONTHS	WEEKS	DAYS	HOURS
_____	☐ (1)	☐ (2)	☐ (3)	☐ (4)	☐ (5)
_____	☐ (1)	☐ (2)	☐ (3)	☐ (4)	☐ (5)
_____	☐ (1)	☐ (2)	☐ (3)	☐ (4)	☐ (5)
_____	☐ (1)	☐ (2)	☐ (3)	☐ (4)	☐ (5)
_____	☐ (1)	☐ (2)	☐ (3)	☐ (4)	☐ (5)

B. OF THE ATTRACTIONS YOU DECIDED TO VISIT AT HOME BEFORE YOUR TRIP TO NEBRASKA, WHAT PRIMARILY INFLUENCED YOU TO MAKE THESE VISITS?

NEBRASKA ATTRACTION	State Highway Map	Other State Travel Literature	Radio/TV Ads	Friends, Relatives	Travel Agent	Previous Visit	AAA	Other*
_____	☐ (1)	☐ (2)	☐ (3)	☐ (4)	☐ (5)	☐ (6)	☐ (7)	☐ (8)
_____	☐ (1)	☐ (2)	☐ (3)	☐ (4)	☐ (5)	☐ (6)	☐ (7)	☐ (8)
_____	☐ (1)	☐ (2)	☐ (3)	☐ (4)	☐ (5)	☐ (6)	☐ (7)	☐ (8)
_____	☐ (1)	☐ (2)	☐ (3)	☐ (4)	☐ (5)	☐ (6)	☐ (7)	☐ (8)
_____	☐ (1)	☐ (2)	☐ (3)	☐ (4)	☐ (5)	☐ (6)	☐ (7)	☐ (8)

*Please specify_____

C. OF THE ATTRACTIONS YOU DECIDED TO VISIT ENROUTE TO NEBRASKA, WHAT PRIMARILY INFLUENCED YOU TO MAKE THESE VISITS?

NEBRASKA ATTRACTION	State Highway Map	Other State Travel Literature	Radio/TV Ads	Friends, Relatives	Road Signs	Other*
_____	☐ (1)	☐ (2)	☐ (3)	☐ (4)	☐ (5)	☐ (6)
_____	☐ (1)	☐ (2)	☐ (3)	☐ (4)	☐ (5)	☐ (6)
_____	☐ (1)	☐ (2)	☐ (3)	☐ (4)	☐ (5)	☐ (6)
_____	☐ (1)	☐ (2)	☐ (3)	☐ (4)	☐ (5)	☐ (6)
_____	☐ (1)	☐ (2)	☐ (3)	☐ (4)	☐ (5)	☐ (6)

*Please specify_____

D. OF THE ATTRACTIONS YOU DECIDED TO VISIT AFTER ARRIVING IN NEBRASKA, WHAT PRIMARILY INFLUENCED YOU TO MAKE THESE VISITS?

NEBRASKA ATTRACTION	State Highway Map	Other State Travel Literature	Radio/TV Ads	Friends, Relatives	Road Signs	Local Residents	Rest Area Vacation Guides	Other*
_____	☐ (1)	☐ (2)	☐ (3)	☐ (4)	☐ (5)	☐ (6)	☐ (7)	☐ (8)
_____	☐ (1)	☐ (2)	☐ (3)	☐ (4)	☐ (5)	☐ (6)	☐ (7)	☐ (8)
_____	☐ (1)	☐ (2)	☐ (3)	☐ (4)	☐ (5)	☐ (6)	☐ (7)	☐ (8)
_____	☐ (1)	☐ (2)	☐ (3)	☐ (4)	☐ (5)	☐ (6)	☐ (7)	☐ (8)
_____	☐ (1)	☐ (2)	☐ (3)	☐ (4)	☐ (5)	☐ (6)	☐ (7)	☐ (8)

*Please specify_____

8. HOW MUCH TIME DID YOU SPEND IN NEBRASKA ON THIS TRIP? _____DAYS.

A. DID YOU STOP OVERNIGHT IN NEBRASKA? . . . . . YES___(1) NO___(2)

B. IF YES, HOW MANY NIGHTS DID YOU SPEND IN THE STATE . . . . . NUMBER_____

9. IF YOU STAYED OVERNIGHT IN NEBRASKA, WHAT ACCOMMODATIONS DID YOU USE? CHECK ONE

A. MOTEL (MOTOR HOTEL, TOURIST COURT, ETC.) . . . . . ☐(1)

B. HOTEL . . . . . ☐(2)

C. FRIENDS OR RELATIVES . . . . . ☐(3)

D. CAMPGROUND (IN TRAILER, TENT, ETC.) . . . . . ☐(4)

E. CABIN . . . . . ☐(5)

F. OTHER* . . . . . ☐(6)

*PLEASE SPECIFY_____

10. PLEASE ESTIMATE YOUR EXPENDITURES IN NEBRASKA FOR THE CATEGORIES LISTED BELOW.

A. FOOD BOUGHT AT STORES . . . . . $_____

B. EATING AND DRINKING PLACES . . . . . $_____

C. LODGING (HOTELS/MOTELS) . . . . . $_____

D. LODGING (CAMPSITES) . . . . . $_____

E. VEHICLE OPERATIONS (GAS, OIL, ETC.) . . . . . $_____

F. ADMISSIONS AND ENTERTAINMENT . . . . . $_____

G. OTHER PURCHASES (SOUVENIRS, GIFTS, ETC.) . . . . . $_____

11. DO BOTH THE ROUTE TO AND RETURN ROUTE FROM YOUR PRIMARY TRIP DESTINATION PASS THROUGH NEBRASKA?

YES___(1) NO___(2)

A. IF YES, PLEASE INDICATE WHETHER YOU ANSWERED QUESTIONS 7 THROUGH 10 FOR THE ROUTE TO THE DESTINATION, FOR THE RETURN ROUTE, OR FOR BOTH ROUTES. CHECK ONE

ROUTE TO ☐(1)

RETURN ROUTE ☐(2)

BOTH ROUTES ☐(3)

12. DID YOU MAKE ANY STOPS AT INTERSTATE-80 REST AREAS WHILE IN NEBRASKA?

YES___(1) NO___(2)

A. IF YES, HOW MANY REST AREA STOPS DID YOU MAKE? . . NUMBER_____

13. PLEASE REPORT THE HIGHWAY ON WHICH YOU ENTERED NEBRASKA AND THE HIGHWAY USED FOR EXIT, AND CHECK THE APPROPRIATE BORDERING STATE FOR EACH.

A. ROUTE TO DESTINATION (IF APPLICABLE)

	BORDERING STATE (CHECK ONE)					
	Kans.	Colo.	Wyo.	S. Dak.	Iowa	Mo.
ENTERED NEBRASKA, HIGHWAY_____	☐(1)	☐(2)	☐(3)	☐(4)	☐(5)	☐(6)
EXITED NEBRASKA, HIGHWAY_____	☐(1)	☐(2)	☐(3)	☐(4)	☐(5)	☐(6)

B. ROUTE FROM DESTINATION (IF APPLICABLE)

	BORDERING STATE (CHECK ONE)					
	Kans.	Colo.	Wyo.	S. Dak.	Iowa	Mo.
ENTERED NEBRASKA, HIGHWAY_____	☐(1)	☐(2)	☐(3)	☐(4)	☐(5)	☐(6)
EXITED NEBRASKA, HIGHWAY_____	☐(1)	☐(2)	☐(3)	☐(4)	☐(5)	☐(6)

14. DID YOU OR YOUR GROUP ENGAGE IN OUTDOOR RECREATION ACTIVITIES WHILE IN NEBRASKA?

YES___(1) NO___(2)

A. IF YES, PLEASE INDICATE TIME SPENT FOR EACH OF THE FOLLOWING ACTIVITIES:

	HOURS SPENT		HOURS SPENT
(1) CAMPING		(7) WATER SKIING	____
(a) TENT	____	(8) GOLF	____
(b) VEHICLE	____	(9) OUTDOOR GAMES AND SPORTS	____
(2) HIKING	____	(10) VISITING HISTORIC AREAS	____
(3) PICNICKING	____	(11) ATTEND OUTDOOR EVENTS (ATHLETIC, RODEOS, PAGEANTS, ETC.)	____
(4) FISHING	____	(12) OUTDOOR PHOTOGRAPHY	____
(5) SWIMMING		(13) OTHER*	____
(a) POOL	____	*PLEASE SPECIFY	
(b) BEACH	____		
(6) BOATING			
(a) POWER	____		
(b) CANOE	____		
(c) OTHER NON-POWER	____		

15. WAS THIS YOUR FIRST TRIP TO NEBRASKA? YES___(1) NO___(2)

COMMENTS:

1978 NEBRASKA VISITOR SURVEY
(Interview Form)

Location: Omaha ____(1) Kimball ____(2)

Information obtained without asking questions:

1. Trip Origin: _____
State

2. Number in traveling party:_____

Interview Questions:

1. What is the primary purpose of your trip?

	Check One
Business	_____(1)
Vacation, Recreation	_____(2)
Visit Family or Friends	_____(3)
Other	_____(4)

2. What is (was) your primary trip destination? _____
State

3. Would you stop at a Nebraska Interstate Information Center if one was located in this vicinity? Yes_____(1) No____(2) (Ask in Omaha only)

4. Have you just entered or are you about to exit Nebraska? Just Entered_____(1) About to Exit_____(2) (If just entered, terminate interview; if about to exit, go on to Question 5).

5. How much time did you spend in Nebraska on this trip? _____days.

6. Please estimate your total expenditures in Nebraska on this trip. $_____

This concludes the interview. Thank you for your cooperation.